



Now You Can
SPREAD COLOR
QUICKLY—EASILY—AT LOW COST



TEXOLITE

Magic Water Thinned Paint
HIDES BETTER—SPREADS FARTHER—COSTS LESS



UNITED STATES GYPSUM COMPANY

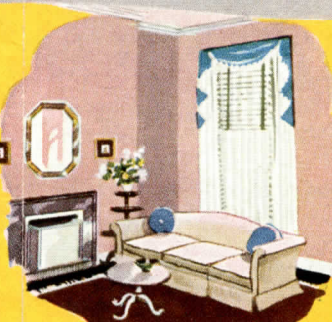
IMAGINE BEING YOUR OWN COLOR EXPERT IT'S FUN! IT'S EASY!

HERE'S ALL YOU HAVE TO DO!



SIZE OF ROOM

Light colors, especially on walls, make rooms look larger. Dark colors make rooms look smaller. The size of the room will guide your selection of the darkness or lightness of the colors you choose.



CHARACTER OF ROOM

If you wish to create a gay, social atmosphere, use light and bright colors. For a quiet, intellectual background, select darker, more restrained shades.



USE OF ROOM

Nurseries should be done in lighter tones. Rooms that have constant rough usage should use rugged tones. Dining and breakfast rooms should be in cheerful colors.



AMOUNT OF DAYLIGHT

For sunny rooms choose cool, darker tints. North rooms need warm, light colors. Eastern and western exposure rooms present no particular problem.



OF COURSE! Use your furnishings as a color guide

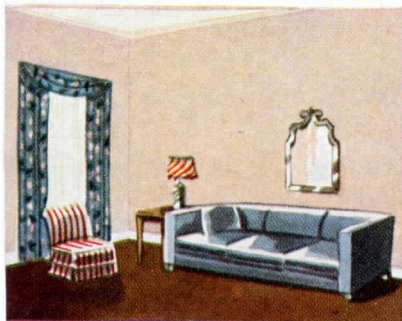
PROFESSIONAL DECORATORS REVEAL THEIR SECRETS TO HELP YOU SELECT YOUR COLOR SCHEMES



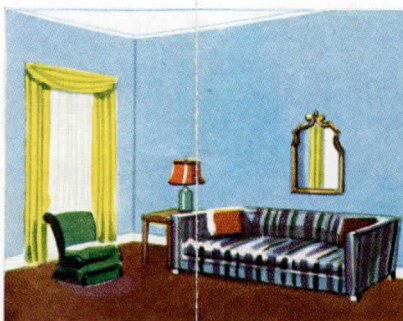
These pictogram color schemes are keyed to the rug. The rug may last ten to twenty years, whereas the walls receive more frequent beauty treatments. Dozens of other color combinations could be used, but these give the general idea.

Incidentally, the most important color in a figured rug is the one to use as the key to the color scheme. Keep your color scheme simple. Confusion results when too many colors are used.

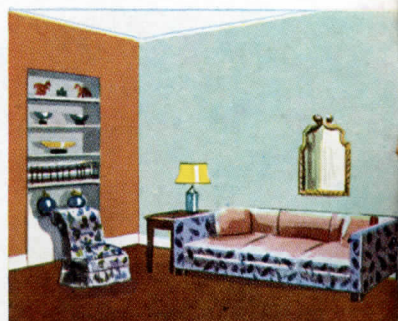
If you have an individual decorating problem, the USG Color Stylist, 300 W. Adams St., Chicago, will gladly help you. Your Texolite Paint Dealer has a convenient data sheet which will help you give her all the necessary information.



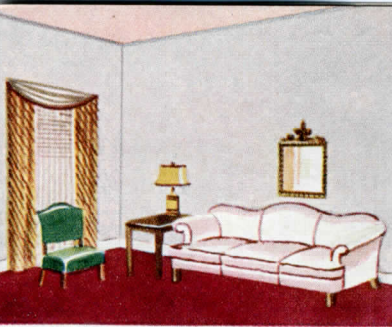
WALLS: Rose Beige—
CEILING: Ivory.



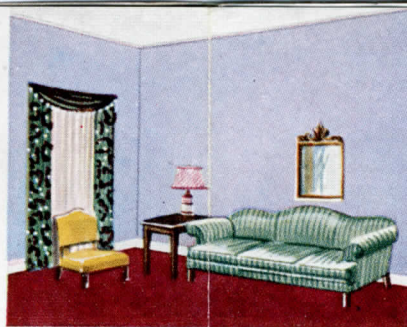
IF YOUR RUG IS BROWN, BEIGE OR RUST
WALLS: Turquoise Mist—
CEILING: Cardenia White.



THREE WALLS: April Green—1 WALL: Cedar.
CEILING: Tusk Ivory. LINING OF BOOK-
SHELVES: April Green.

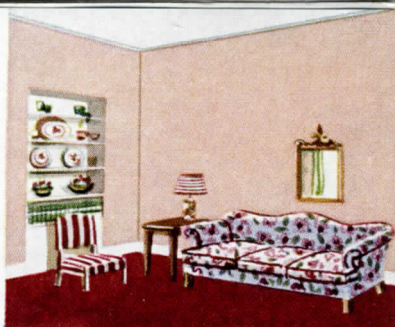


WALLS: Powder Gray—
CEILING: Shell Pink.

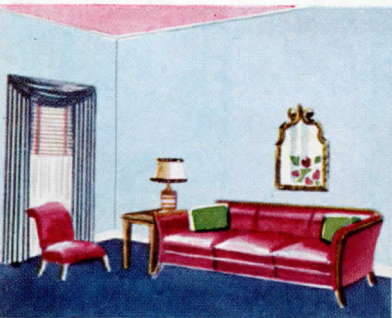


IF YOUR RUG IS WINE-RED OR DUSTY ROSE

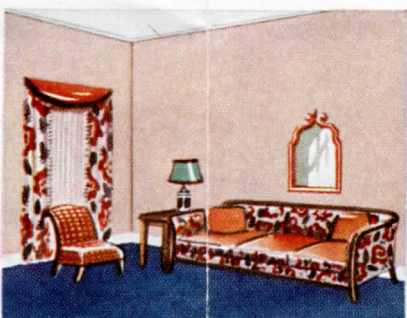
WALLS: Wedgwood Blue—
CEILING: Gardenia White.



WALLS: Rose Beige—LINING OF BOOK-
SHELVES AND CEILING: Gardenia White.



WALLS: Pottery Blue—
CEILING: Dusty Rose.

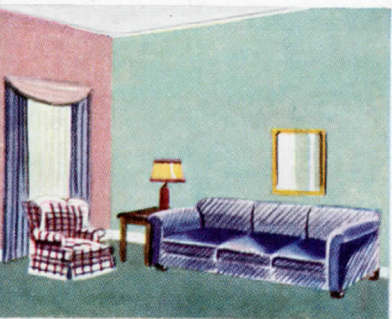


IF YOUR RUG IS BLUE

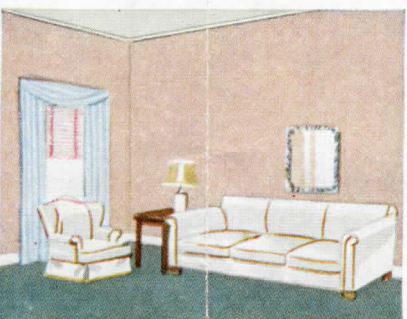
WALLS: Rose Beige—
CEILING: Gardenia White.



WALLS: Peach Glow—LINING OF BOOKSHELVES:
Wedgwood Blue—CEILING: Gardenia White.

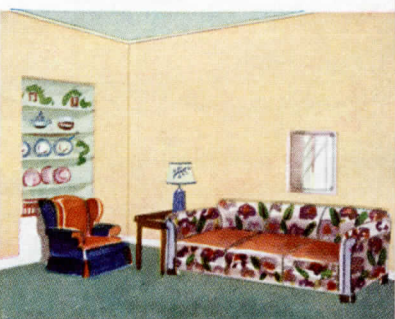


THREE WALLS: April Green—1 WALL: Sunset Coral.
CEILING: Gardenia White.

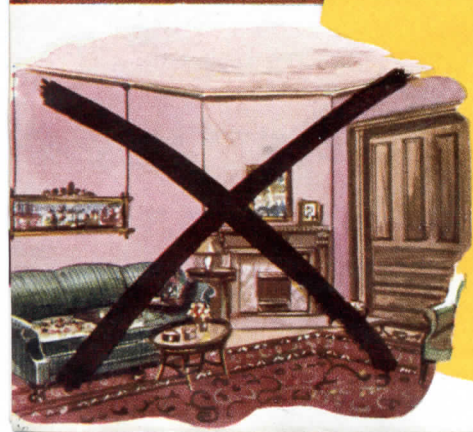
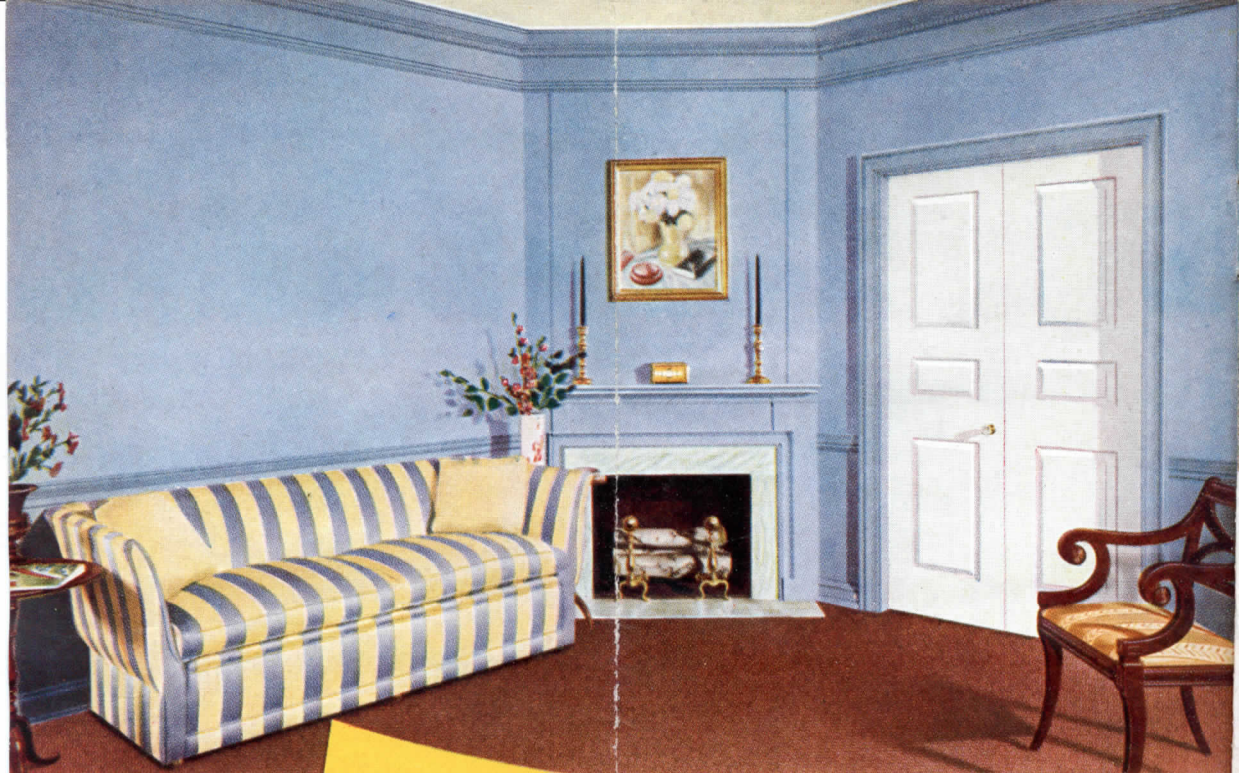


IF YOUR RUG IS GREEN

WALLS: Rose Beige—
CEILING: Powder Gray.



WALLS: Golden Buff—LINING OF BOOK-
SHELVES AND CEILING: Sheraton Green.



*CREATE YOUR OWN
SPARKLING INTERIORS*

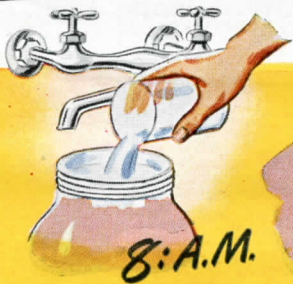
**MAKE YOUR OLD ROOMS
SPRING TO LIFE**

TEXOLITE^{*}

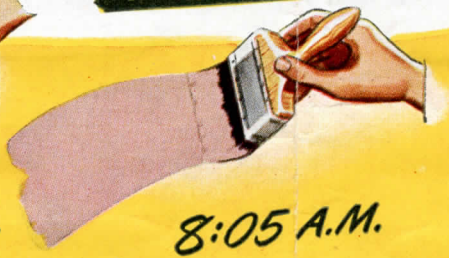
Like Magic GOES OVER ALL THESE SURFACES

NOW PAINTING CAN BE AS *EASY* AND LOW COST AS THIS!

TEXOLITE Magic No. 1



TEXOLITE Magic No..2



TEXOLITE Magic No. 3

12: NOON

Paint Sensation—of the nation—mix with water—1 gallon of paste makes 1½ gallons of paint—enough to do an average room—size 12 x 14 x 8 ft.

Presto, Change—applies easily and quickly over almost any interior surface with one coat—dries normally in one hour or less.

Ready for Guests—a new, colorful interior with no lingering disagreeable paint odor. Redecorate and be ready to entertain—the same day.



New

TEXOLITE

DECORATOR'S COLORS



READY-MIX

Available in 11 colors (shown here)



ROSE BEIGE



IVORY



POWDER GRAY



SHELL PINK



WEDGWOOD BLUE



SUNLIGHT YELLOW



GOLDEN BUFF

These color chips give as faithful a reproduction of Texolite's beautiful colors as is possible.

ED COLORS

and Gardenia White (not shown)



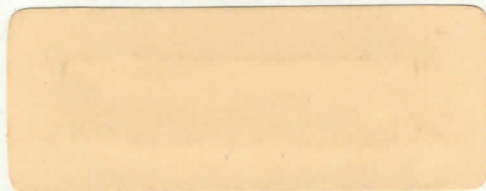
POTTERY BLUE



APRIL GREEN



COLONIAL CREAM



PEACH GLOW



MEDIUM
YELLOW



CORN YELLOW—1 qt.
Medium Yellow, 1
gal. Gardenia White.



JONQUIL YELLOW—
1 pt. Med. Yellow, 1
gal. Gardenia White.



RAW SIENNA



CANYON BUFF—2
qts. Raw Sienna, 1
gal. Gardenia White.



CHAMOIS—1 pint
Raw Sienna to 1 gal.
Gardenia White.



BURNT
UMBER



BEAVER BROWN—2
qts. Burnt Umber, 1
gal. Gardenia White.



BEIGE—1 pint Burnt
Umber to 1 gal.
Gardenia White.



TURQUOISE



PALACE BLUE—1 qt.
Turquoise to 1 gal.
Powder Gray.



TURQUOISE MIST—1
pint Turquoise to 1
gal. Powder Gray.

DEEP TINTING COLORS

Available in 12 deep tinting colors (shown here) and Black (not shown)



BURNT
SIENNA



CEDAR—2 qts. Burnt
Sienna to 1 gal. Gar-
denia White.



ROSE CEDAR—1 pint
Burnt Sienna to 1
gal. Gardenia White.



DEEP GREEN

GEORGIAN GREEN—
1 qt. Deep Green to
1 gal. Powder Gray.



SHERATON GREEN—
1 pint Deep Green to
1 gal. Powder Gray.



DEEP BLUE

PARK RIDGE BLUE—
1 qt. Deep Blue to 1
gal. Gardenia White.



POWDER BLUE — 1
pint Deep Blue to 1
gal. Gardenia White.



RED ORANGE

SUNSET CORAL—1
qt. Red Orange to 1
gal. Powder Gray.



DUSTY PEACH—1
pint Red Orange to
1 gal. Powder Gray.



BRIGHT RED

JAMESTOWN ROSE—
1 pint Bright Red to
1 gal. Powder Gray.



DUSTY ROSE — $\frac{1}{2}$
pint Bright Red to
1 gal. Powder Gray.



RAW UMBER

SMOKE GRAY—2 qts.
Raw Umber to 1
gal. Gardenia White.



BIRCH GRAY—1 pint
Raw Umber to 1
gal. Gardenia White.



MAGENTA

PHLOX—2 qts. Ma-
genta to 1 gal. Gar-
denia White.



HOLLAND PINK—1
pint Magenta to 1
gal. Gardenia White.



LIGHT
YELLOW

CANARY YELLOW—1
qt. Light Yellow, 1
gal. Gardenia White.



SUN VALLEY YELLOW
1 pt. Light Yellow, 1
gal. Gardenia White.



Pick a Color...

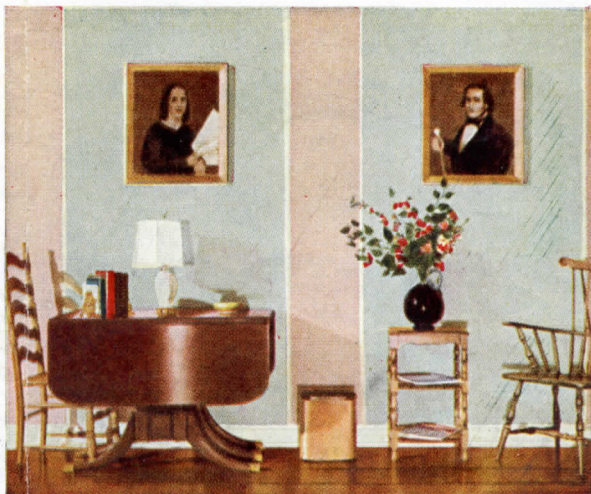
OR MIX YOUR OWN

READY-MIXED COLORS—Texolite ready-mixed tints are smartly styled to present-day trends and color schemes. The variety of tones affords a wide choice of decorative treatment with minimum of fuss and bother. Just choose your color—thin with water—and paint.

TEXOLITE DEEP COLORS—Here are all the "Colors of the Rainbow" from which to choose. These can be mixed with each other or reduced in intensity. You can match almost any shade of rug or drapery and have all the latitude of an artist mixing his colors on a palette. The Color Guide shows some of the unlimited tints that may be achieved by mixing deep colors with white or gray.



Covers wallpaper like magic. Be sure the wallpaper is firmly bonded and has no aniline dyes or metallic coatings.



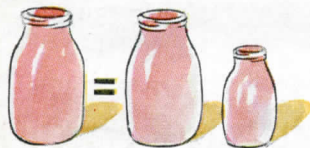
Fresh, clear color—easily, quickly applied over dull, drab surfaces. It's fun, soon done, costs next to nothing.

ALL OF THIS IS DONE BY ONE

Magic Paint **TEXOLITE**



MIXES WITH WATER



PROVIDES NEW ECONOMY—
One gallon mixed with water
equals 1½ gallons of paint.



NO NEED FOR EXPENSIVE THINNERS



**EASY AND QUICK
TO APPLY—** Dries
to a flat finish with-
out offensive odor.

NO SIZE OR PRIME COAT NEEDED
over most interior surfaces.



DRIES IN JUST ONE HOUR—
Rooms refinished the same day.

HERE IS HOW *Easily* **YOU CAN MIX AND APPLY IT!**

MIX TEXOLITE PASTE—Slowly add one part water to two parts paste. For best results, water should be approximately room temperature or slightly warmer. Add about $\frac{1}{2}$ of total water first and stir to an even consistency. Balance of water should then be added gradually in small quantities with continual stirring. If it is not used at once, keep the mix tightly covered. Never mix in a wooden bucket.

MIXING TEXOLITE POWDER—To each 5 lbs. of Texolite... first pour four pints of lukewarm water into mixing bucket, then slowly add 5 lbs. of Texolite and stir thoroughly. Let mix soak for thirty minutes . . . then

stir well and thin by adding one-half to one pint of additional water. Use only clean mixing pails. Never use wood.

TINTING WITH TEXOLITE—Add a small amount of water to Deep Color Paste—enough to bring it to a creamy consistency. Then add this creamed paste to Texolite which has been reduced to same consistency. After thorough intermixing, slowly add remainder of water in small quantities with thorough stirring. Total water should be in ratio of two parts of paste to one part of water. Mixed paint must be strained through cheesecloth before using.



First Aid IDEAS

YOU MAY NEED WHEN PAINTING



GREASY WALLS

No paint will adhere to walls covered with grease or heavy soot. It is best to wash them with a strong washing compound. Be sure all traces of washing compound are removed with clear water. Glossy surfaces should be dulled by washing in the manner described to assure tight adhesion of the paint.



FOR DARK TONES

Deep tones especially of rich blues, reds or greens carry a large percentage of brilliant pigments which magnify irregularities of suction in wall surfaces. It is well to apply Texolite Primer or oil type primer first to equalize suction and insure against color streaks when Texolite Deep Colors are used.

LOOSE OR TORN WALLPAPER



Wallpaper should be firmly bonded to wall. Examine for loose spots. If there is any question, the loose paper should be removed as it will have a tendency to blister when paint is applied. Note: Wallpaper that has been printed with water soluble dyes or metallic colors should not be painted with water thinned paint.



SCRAPING

Remove loose sections of paper. The edges should be covered with Spackling Compound which is worked to a feather edge.



SANDING

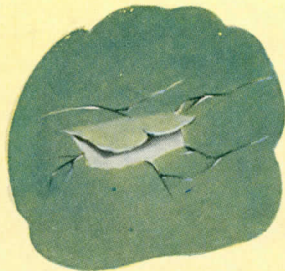
When dry, the "spackled" edges should be sanded to avoid any sharp edges. Remove all dust left by sanding.



TOUCH UP

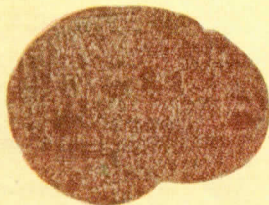
Areas from which paper has been removed should be primed with a spot coat of paint before painting the entire surface.

PEELED PAINT



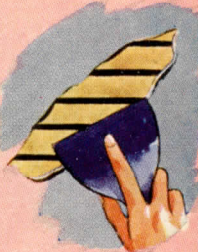
All loose or peeled paint should be removed with a scraper or broad knife, and scraped areas should be sanded to eliminate sharp edges where paint has been removed. It is good practice to prime surfaces from which paint has been removed with a spot coat of Texolite before applying a full coat.

TEXTURE



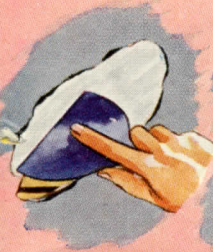
Many interesting effects may be obtained, from a light orange-peel stipple to a heavy Spanish-type texture, by using Textone, the Plastic Paint. Thickness of Textone and heaviness of application determine the degree of texture. Textone dries extremely hard and is a durable, lasting wall texture which may be decorated with Texolite.

OPEN CRACKS



SCRAPING

To repair large cracks or loose or broken plaster, cut out all loose plaster with knife. Make an inverted V at edges to insure tight bond. Remove all broken plaster and dust.



PATCHING

Red Top Patching Plaster should be used. See that the crack or broken area is thoroughly moistened. If wood lath is exposed, soak it thoroughly. Mix plaster with water and apply, working well into the lath.



SANDING

Sand paper the patched area to produce a smooth surface. Be sure to sand edges well to remove any patching plaster which may adhere to old wall surface. Remove all the dust of sanding.

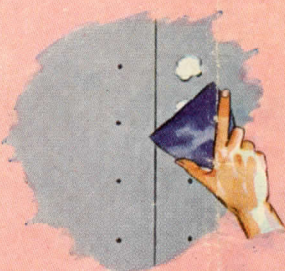


TEXOLITE

Apply a prime coat of Texolite to patched areas and allow to dry before painting. This will help obtain a smoother appearance and eliminate blotchiness.

NOTE: For correct application of all USG paint and patching products follow instructions on container.

NAIL HOLES



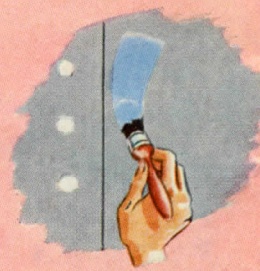
FILLING

Small cracks and nail holes may be completely concealed using USG Spackling Compound. Mix Spackling Compound with water and apply to the broken area with a putty knife or other tool.



SANDING

After Spackling Compound has dried, sand patched areas to a flush, even surface. USG Spackling Compound produces a very smooth, even surface.

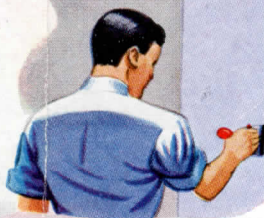


TOUCH UP

Spot patched areas with Texolite and allow to dry before painting.



DO CEILINGS
FIRST

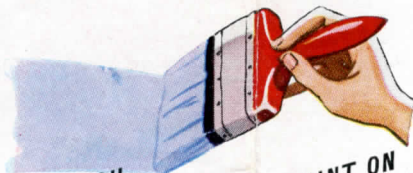


START AT ONE
CORNER—DO NOT STOP
IN MIDDLE OF WALL

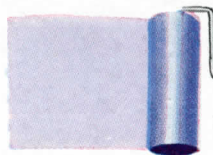
Now! PAINTING IS LIKE MAGIC—AS EASY AS THIS



CARRY FULL BRUSH
OF PAINT



FLOW PAINT ON
WITH BRUSH



KEEP TEXOLITER
FULL OF PAINT

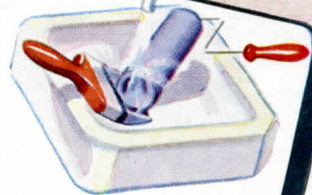
—OR—



PAINT IN A SEMI-CIRCULAR
SWEEP . . . ALWAYS WORK
TO A WET EDGE



SOAK PAINT DRIPPINGS
FIRST—THEN WIPE UP



**CLEAN TEXOLITER
AND BRUSH**

Plain water will remove wet
Texolite from brush or Texo-
liter. Hot soapy water hastens
the cleaning problem. Never
allow paint to dry in the brush
or Texoliter.